



E-911 Discussion

August 17, 2005

SunRocket Inc.

- ☀ **Private corporation based in Vienna, Virginia**
- ☀ **Funded by venture capital**
- ☀ **Incorporated in February 2004; Service began in September 2004**
- ☀ **Provides Residential Internet Phone Service**
- ☀ **Available in over 100 markets; expanding to reach 70% of U.S. households by YE 2005**

SunRocket Mission

Bring Internet phone service to mainstream America

- Easy to try, easy to use
- Best value

Be a “better” phone company

- “No Gotchas”
- All-inclusive, value-priced package
- Bottom-Line Pricing – no extra charges for fees & taxes
- Prepaid \$199 annual plan (prorated refunds for early cancellations)
- No set-up, activation, equipment, shipping or cancellation charges
- 31-day money back guarantee

SunRocket Emergency Calling

- ☀ **Enhanced 911 was core product requirement**
- ☀ **Original markets initiated with E-911 via CLEC support**
- ☀ **Phase-In of E-911 for 1Q05 expansion markets**
- ☀ **Restricted sign-ups to E-911 regions in March 2005**
- ☀ **89% of SunRocket subscribers now have E-911**
 - 8% are in planned E-911 expansion areas

Solicitations for 911 Acknowledgement

- ☀ HTML and Text Email Notices
- ☀ Sticker and Postcard Mailing
- ☀ Online Member Area Entry Page
- ☀ 911 Acknowledgement During Customer Sign-Up Process
- ☀ First Class Postal Letter
- ☀ Voicemail Messages
- ☀ Outbound Calls to Non-Responders
- ☀ Inbound Customer Service Message (IVR)
- ☀ Dedicated 800#s and Email Box for Questions

